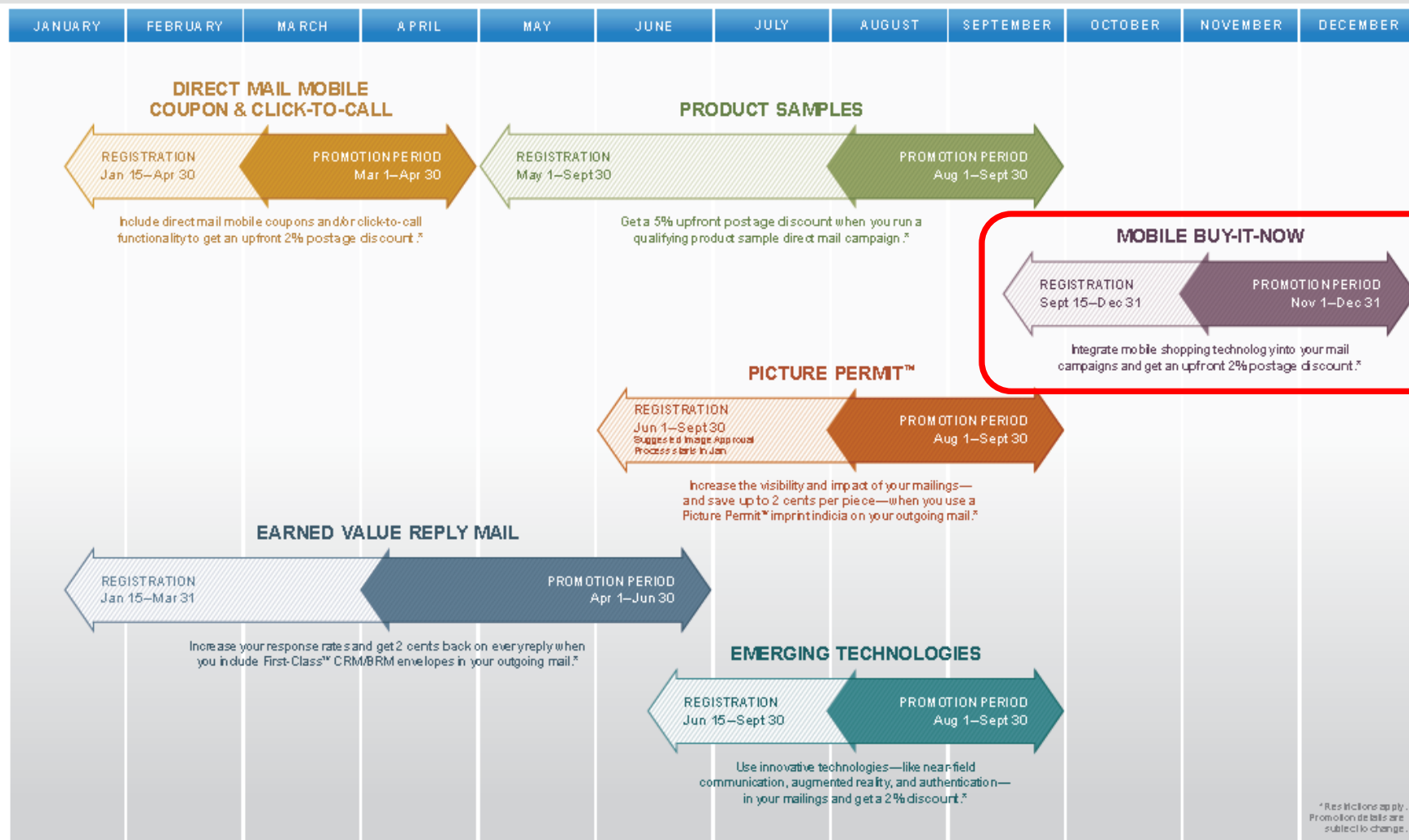


# **Mobile Buy-It-Now Promotion Webinar**

**August 26, 2013**

Presenter: Coakley Workman, Marketing Specialist  
Direct Mail and Periodicals

## USPS® 2013 PROMOTIONAL CALENDAR



\* Restrictions apply. Promotion details are subject to change.

## Statistics

- As recently as late 2010, mobile commerce was only 3% of e-commerce. By the end of last year's holiday shopping season, that number had risen to 11% (Comscore)
- Mail pieces with QR codes scored a higher average response rate of 4.4% versus 1% to 3% response rates for mail shots without QR codes (DMA study, 2012)
- US Retail M-commerce sales will reach \$38.4 billion in 2013 (eMarketer, 2013)



## Overview

- Mobile barcode or similar print technology takes consumer to mobile-optimized site for product purchase
- 2% discount off total postage
- Eligible Mail Classes:
  - Standard Mail®
  - Nonprofit Standard Mail®
  - First-Class Mail®



## Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

## Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

## Mailpiece

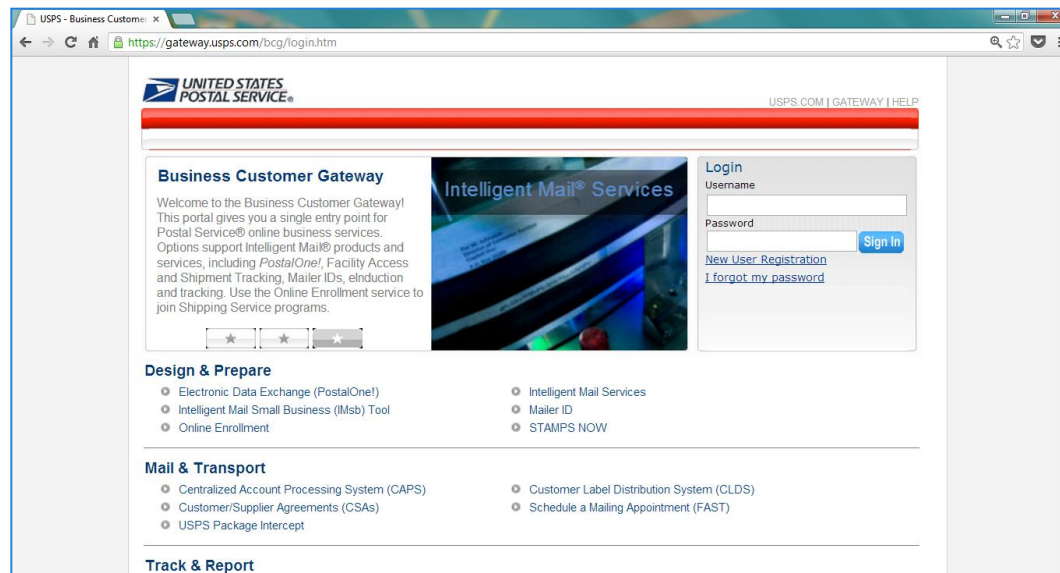
- Must contain mobile-print technology
- Must enable the customer to make a mobile purchase of a product

## Discount

- Promotion discount is calculated in PostalOne!®
  - Must be claimed at the time of mailing

## Registration

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com/bcg/login.htm>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  - Specify which permits and/or CRIDs will be participating in the promotion
  - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



Mobile barcodes are a broad term for print technologies that enhance the consumer experience when scanned by a mobile device.

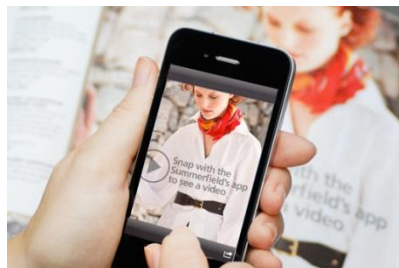
## Sample Technologies

### Mobile Barcode



- Barcodes containing links, video, coupons, etc.

### Image Recognition



- Identifies digital watermarks and printed images

### Augmented Reality



- Interactive 3-D experience

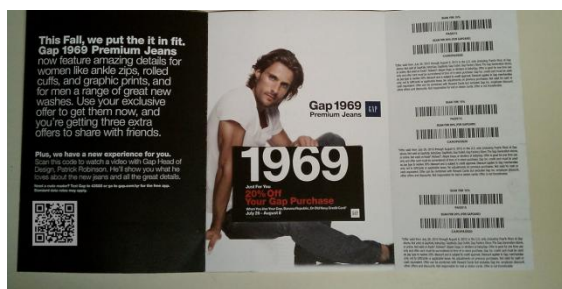
### NFC



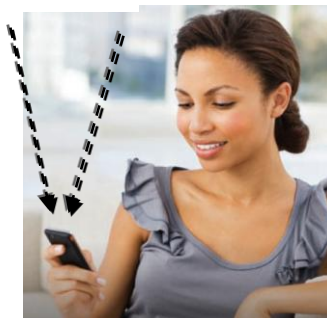
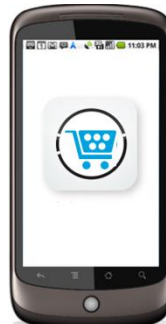
- Link NFC enabled mobile devices



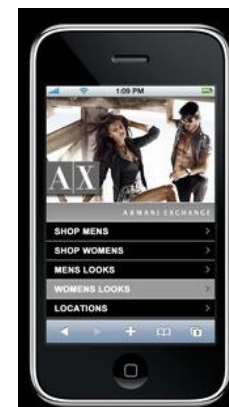
## Call to action on mailpiece



## Capture via mobile device



## Redeem on mobile device



**Mobile-on-Mail campaigns require a call to action, mobile technology to capture the offer, and a resulting consumer action.**



## Mobile-Optimized v. Mobile Friendly

- Webpage is specifically designed for smartphone screens
- Mobile-optimized sites have:
  - More compact layout
  - Less copy
  - Fewer/smaller images
  - Streamlined navigation
- Ineligible:
  - Mobile-friendly site: Full webpage formatted to fit within a smartphone screen



Mobile Friendly

Mobile Optimized



## Eligible v. Ineligible Products

- Tangible and physical item that can be shipped via USPS (note: delivery by the Postal Service is not required)
- This includes a certificate or voucher that is sent via mail, but not an invoice
- Includes donations when gift is mailed to donor
- Ineligible:
  - Services
  - Product shipped to another business location (e.g. online ordering for in-store pickup)



Personal Pickup  
At any Store

## Program

- Mailpiece contains a two-dimensional (2-D) barcode or print/mobile technology that can be read or scanned by a mobile device
- Recipient must be able to purchase a product (sales of services do not qualify)
- The entire purchase and checkout experience must be mobile-optimized

## Financial

### 1 Mobile Purchasing

- Purchase must be completed via mobile device

### 2 Electronic Payment

- Pay with credit, debit, or prepaid card
- PayPal

or

### 3 Billing

- Invoice triggered at later date
- Charge to recurring bill

## Ineligible Transactions

- Sign up for:
  - Mailing list, email list, or text messages
  - Online billing or paperless statement
  - Newsletter
  - Nonmonetary donation or pledge
- Download coupon
- View a video
- Enter contest or sweepstakes
- Apply for loan, credit card, or insurance



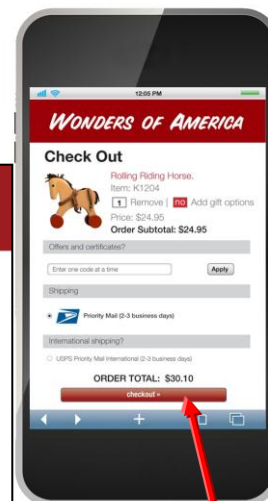
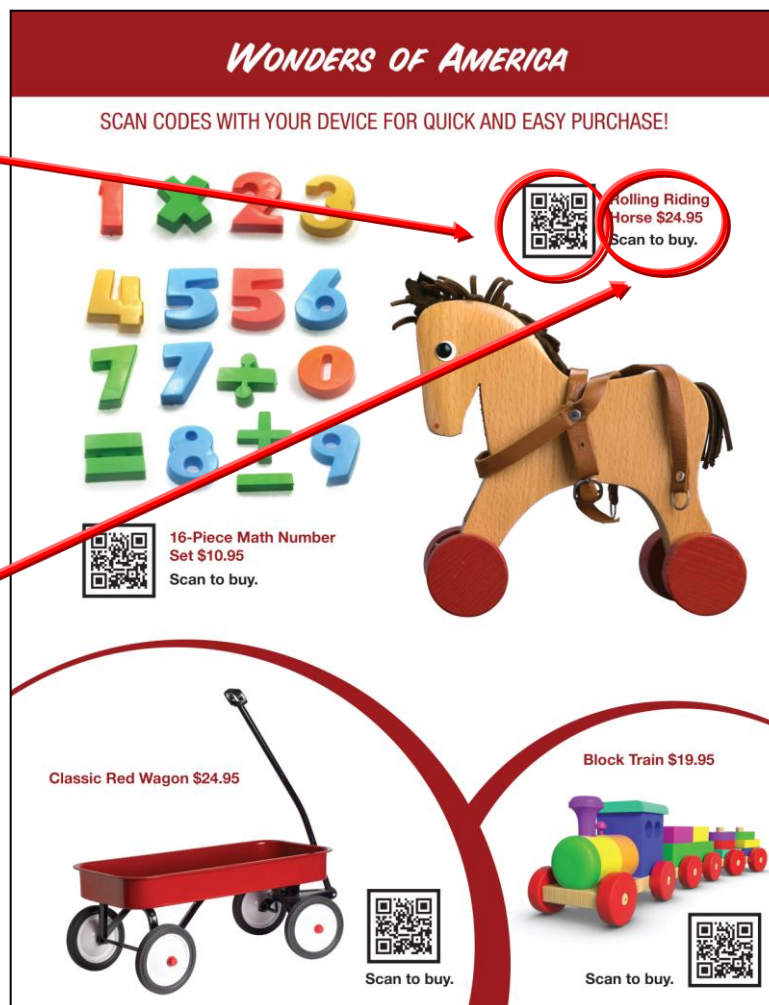
## Sample review

1

Mailpiece offers product for sale and contains a mobile barcode

2

Directional copy provides instruction about scanning and information about offer



3

Barcode leads to mobile optimized website

## Scenario #1 – Loyalty Program

**Question: My company has a loyalty program for our best customers. Would the following scenario qualify for the Mobile Buy It Now promotion? We mail a letter to the loyalty program participant that includes a mobile barcode. When that barcode is scanned, it takes them to a mobile site to “purchase” items with points earned in the program (not cash or credit) and then the “purchased” items would be shipped to the customer via USPS or other carrier.**

**Answer: Yes, this would qualify for the promotion because there is a transaction taking place (redemption of points that have value) and the items are then shipped (fulfilled) by USPS or other carrier.**



## Scenarios #2 – 3 Tickets/Subscriptions and Charitable Donations

**Question: If a mailpiece directs the recipient to a website to purchase a gift card, ticket (e.g. orchestra performance) or a magazine/newspaper subscription, would it be eligible for the Mobile Buy it Now promotion?**

Answer: If the gift cards, tickets or publications are fulfilled via physical home delivery (via USPS or other commercial shipping carrier) this scenario would qualify for the promotion.

**Question: If I solicit charitable donations and donors are mailed a token gift such as a book or a tote bag would that qualify?**

Answer: Yes, donations would qualify if the recipient has the ability to complete a financial transaction on a mobile optimized site and item(s) received are fulfilled via physical home delivery (via USPS or other commercial shipping carrier).

## Scenarios #3 – 4 Food Delivery and EDDM

**Question: Can a pizza delivery service or other food delivery service can participate in the promotion?**

Answer: Food delivery services would not qualify for the Mobile Buy It Now Promotion, because these products are not shipped via USPS or other commercial shipping carrier. Food items that However, if the food item(s) are fulfilled via USPS or other commercial shipping carrier (ex. cheese of the month club) this would qualify for the promotion.

**Question: If I use Every Door Direct Mail (EDDM) and I take my mail to a retail post office, can I participate in the promotion?**

Answer: No, EDDM Retail mailings taken to local Post Office retail units are ineligible to participate, but EDDM deposited at a Business Mail Entry Unit may qualify.

## Scenarios #5 Added Services

**Question: I have a mailpiece that contains a mobile barcode that allows my current customers to sign up for additional services. A financial transaction is not completed at that time and the additional cost of the service is added to their recurring monthly bill. Would this qualify for the promotion?**

Answer: If a hard copy voucher or certificate is mailed to the customer for the purchase of the service and the mailing is separate from the billing statement or invoice, then it may qualify. The sale of a service alone will not qualify for the promotion discount.

## Reach Consumers

- Give consumers discounts and promotions during busiest shopping period of the year

## Improved Purchasing

- Mobile-optimized site for immediate product purchase



## Discount

- Discount off total postage for commercial Standard Mail and First-Class Mail

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)

**Web:** <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

**Promotion  
Registration:** <https://gateway.usps.com/bcg/login.htm>

**Promotion  
Registration  
Dates:** September 15 – December 31, 2013

**Promotion  
Dates:** November 1 – December 31, 2013



